



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/734,295	12/11/2000	George Bradley Hobbs	10003974-1	3877

7590 09/22/2006

HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P.O.Box 272400  
Fort Collins, CO 80527-2400

EXAMINER

EBRAHIMI DEHKORDY, SAEID

ART UNIT	PAPER NUMBER
2625	

DATE MAILED: 09/22/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b> 09/734,295	<b>Applicant(s)</b> HOBBS, GEORGE BRADLEY	
	<b>Examiner</b> Saeid Ebrahimi-dehKordy	<b>Art Unit</b> 2626	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 28 June 2006.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 11-21 and 24-32 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 11-21 and 24-32 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                                 | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date: _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                        | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date: _____ | 6) <input type="checkbox"/> Other: _____  |

### **Response to Arguments**

1. Applicant's arguments with respect to claims 11-21 and 24-32 have been considered but are moot in view of the new ground(s) of rejection.

#### ***Claim Rejections - 35 USC § 102***

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. Claims 11-21 and 24-32 are rejected under 35 U.S.C. 102(e) as being anticipated by Dutta (U.S. patent 6,891,635)

**Regarding claim 11 and 19** Dutta discloses: A method of processing a print job of a customer and including advertising with the print job (note abstract lines 14-17) the method comprising the steps of: defining a print processing system controller having a plurality of advertisements registered therewith (note abstract lines 1-10, also note Fig.2 column 3 lines 45-59) each of the advertisements having a profile associated therewith (note abstract lines 1-5, also note column 3 lines 60-67 and column 4 lines 1-16 where the advertisement may include target audience attributes) defining a network communication link between the customer and the print processing system controller (note Fig.1 where the client device is connected through the network to the printing system, column 3 lines 3-44) receiving a data file for the print job from the customer at

Art Unit: 2626

the print processing system controller via the network communication link (again note Fig.1 column 3 lines 3-44) processing the data file for the print job and determining from the data file a content of the print job (note abstract, lines 14-17 and column 3 lines 65-67 and column 4 lines 1-14 where the document content is determined) and associating at least one of the advertisements with the print job (note abstract lines 14-17 and column 3 lines 45-67 and column 4 lines 1-16) including automatically selecting the at least one of the advertisements based on the content of the print job and the profile of the advertisements (note abstract and column 3 lines 60-67 and column 4 lines 1-14).

**Regarding claim 12** Dutta discloses: The method of claim 11, wherein the step of defining the network

communication link includes defining an Interact communication link between the customer and the print processing system controller (note Fig.1 column 3 lines 3-44).

**Regarding claim 13** Dutta discloses: The method of claim 11, wherein the step of associating the at least one of the advertisements includes comparing the content of the print job with the profile of the advertisements and associating the at least one of the advertisements with the print job if the content of the print job coincides with the profile of the at least one of the advertisements (note abstract also note column 3 lines 45-67 and column 4 lines 1-16).

**Regarding claim 14** Dutta discloses: The method of claim 11, further comprising the step of printing the print job and wherein the step of associating the at least one of the advertisements includes printing the at least one of the advertisements with the print job (note abstract also note column 3 lines 60-97 and column 4 lines 1-15).

Art Unit: 2626

**Regarding claim 15** Dutta discloses: The method of claim 14, wherein the step of associating the at least one of the advertisements includes querying the customer for approval of associating the at least one of the advertisements with the print job and receiving a response thereto, and wherein printing the at least one of the advertisements includes printing the at least one of the advertisements with the print job if the response is favorable (note column 4 lines 16-39).

**Regarding claim 16** Dutta discloses: The method of claim 11, further comprising the step of: registering the advertisements with the print processing system controller (note column 4 lines 18-38).

**Regarding claim 17** Dutta discloses: The method of claim 16, wherein the step of defining the network communication link includes defining the network communication link between at least one advertiser, the customer, and the print processing system controller and wherein the step of registering the advertisements includes registering at least one advertisement of the at least one advertiser with the print processing system controller via the network communication link (note column 3 line 3 through column 4 line 40).

**Regarding claim 18** Dutta discloses: The method of claim 16, wherein the step of registering the advertisements includes storing the advertisements and wherein the step of associating the at least one of the advertisements includes retrieving the at least one of the advertisements (note abstract also note column 4 lines 16-39).

**Regarding claim 20** Dutta discloses: The system of claim 19, wherein the print processing system controller is configured to communicate with the customer via a

Art Unit: 2626

network communication link, and wherein the print processing system controller is adapted to receive the data file for the print job from the customer via the network communication link (note column 3 line 3 through column 4 line 16).

**Regarding claim 21** Dutta discloses: The system of claim 20, wherein the network communication link is an Internet communication link (note Fig.1, item 100 column 3 lines 3-44).

**Regarding claim 24** Dutta discloses: The system of claim 19, wherein the print processing system controller is adapted to compare the content of the print job with the profile of the advertisements and associate the at least one of the advertisements with the print job if the content of the print job coincides with the profile of the at least one of the advertisements (note abstract, also note Fig.2 column 3 lines 46-67 and column 4 lines 1-15).

**Regarding claim 25** Dutta discloses: The system of claim 19, wherein the print processing system controller is adapted to query the customer for approval to associate the at least one of the advertisements with the print job receive a response thereto, and associate the at least one of the advertisements with the print job if the response is favorable (note column 4 lines 16-39).

**Regarding claim 26** Dutta discloses: The system of claim 19, wherein the print processing system controller is configured to communicate with at least one advertiser via a network communication link and wherein the print processing system controller is adapted to receive at least one advertisement of the plurality of advertisements from the

Art Unit: 2626

at least one advertiser via the network communication link (note Fig.1 column 3 line 3 through column 4 line 39).

**Regarding claim 27** Dutta discloses: The system of claim 26, wherein the network communication link is an internet communication link (note Fig.1 item 100 column 3 lines 3-44).

**Regarding claim 28** Dutta discloses: The system of claim 19, further comprising: a print processing data storage system configured to communicate with the print processing system controller and store the advertisements therein (note abstract also note Fig.2 column 3 lines 45-60).

**Regarding claim 29** Dutta discloses: The method of claim 11, wherein the profile of the advertisements includes at least one of keywords and a theme for each of the advertisements (note abstract also note Fig.2 column 3 lines 45-60).

**Regarding claim 30** Dutta discloses: The method of claim 11, wherein determining the content of the print job includes determining a profile for the print job based on at least one of keywords and a theme of the print job (note column 3 line 45 to column 4 line 15).

**Regarding claim 31** Dutta discloses: The system of claim 19, wherein the profile of the advertisements includes at least one of keywords and a theme for each of the advertisements (note Abstract also note column 3 line 45 to column 4 line 39).

**Regarding claim 32** Dutta discloses: The system of claim 19, wherein the content of the print job is determined from a profile for the print job as based on at least one of

Art Unit: 2626

keywords and a theme of the print job (note abstract also note Fig.2 column 3 line 44 to column 4 line 39).

**Contact Information**

- Any inquiry concerning this communication or earlier communications from the examiner should be directed to *Saeid Ebrahimi-Dehkordy* whose telephone number is (571) 272-7462.

The examiner can normally be reached on Monday through Friday from 8:00 a.m. to 5:30 p.m. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kimberly Williams, can be reached at (571) 272-7471.

**Any response to this action should be mailed to:**

Assistant Commissioner for Patents  
Washington, D.C. 20231

**Or faxed to:**

(571) 273-8300, (for ***formal*** communications; please mark  
**"EXPEDITED PROCEDURE"**)

**Or:**

(703) 306-5406 (for ***informal*** or ***draft*** communications, please label  
"PROPOSED" or "DRAFT")

**Hand delivered responses** should be brought to Knox building on 501 Dulany Street, Alexandria, VA.

Any inquiry of a general nature or relating to the status of this application should be directed to the Group Receptionist whose telephone number is (703) 305-4750.

*Saeid Ebrahimi-Dehkordy*  
*Patent Examiner*  
*Group Art Unit 2626*

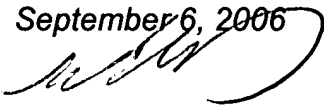


Application/Control Number: 09/734,295

Page 8

Art Unit: 2626

September 6, 2006

A handwritten signature in black ink, appearing to be "W. H. H.", written in a cursive style.A handwritten signature in black ink, appearing to be "K. Y. P.", written in a cursive style.

**KING Y. POON**  
**PRIMARY EXAMINER**